



TEACH  
BLOOM  
GROW

BRAND GUIDE  
VERSION 1.0



# MISSION

To **educate** and **empower** students to **bridge the literacy gap** and create **confidence** in parents through one on one **coaching** and **support**.





PRIMARY LOGO



SECONDARY LOGO



# PRIMARY COLOR PALETTE



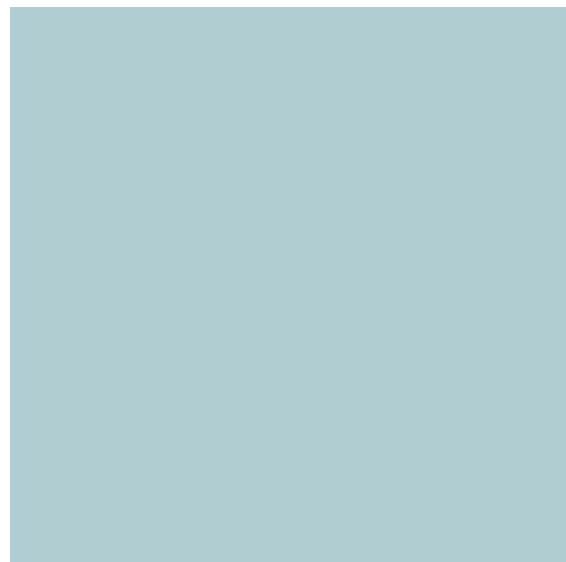
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# THE FOUNDER

Catherine Todd is a licensed Intervention specialist with a Masters's Degree In Special Education from Mount Vernon Nazarene University. She went on to receive her certificate in Dyslexia, with an Intense study focused on the Science of Reading. Catherine is also certified through the Center for Effective Reading Instruction as a Structured Literacy Dyslexia Specialist (a subsidiary of The International Dyslexia Association).

Catherine is the loving mother of 4 adult children, 2 of which have autism. Through her own personal experiences, she was shocked at how little support and education was available to parents navigating the emotional and time-consuming journey of raising exceptional children. As her children grew older, Catherine became her own advocate and started tackling all of the above degrees and certifications in order to help others trying to provide the best education and experiences for their children. She is passionate about education, and supporting parents to empower their children with disabilities. Catherine is also a licensed life purpose coach and uses her coaching skills and experience to support those she works with.

Catherine published her first book, titled Hopeless to Hopeful: "A Mom's guide to raising children with special needs and staying Inspired" which is available on Amazon. You can learn more about the book [here](#).





















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